

Add Value with New Certification Program: “Made With True Source Honey”



Avoid the risks and reap the benefits...

By using certified honey in your products with the “Made with True Source Certified™ Honey” product claim from True Source Honey and NSF International.

Take advantage of the multi-billion dollar marketplace for consumers seeking goods that enhance personal health, social justice and sustainable living; satisfy label conscious consumers on food safety and traceability.

- Honey is one of the hottest health and flavor trends in food, beverage and body care today.
- Companies develop products featuring honey to earn market share and brand distinction.
- Products made with healthy ingredients and honest, ethical sourcing –with a third party verified claim like True Source Certified™– are preferred by today’s shoppers!

“Made With True Source Certified Honey”

...Verifies the use of certified honey as an ingredient in leading brands and products with an attractive product claim.

Key benefits include:

- Product integrity
- Full transparency in the supply chain
- Legality and country of origin



Problem: Honey is one of the top 5 adulterated or misrepresented products in global markets.

- The U.S. imports more than 60% of its honey, most from legal sources. But some brokers circumvent tariffs and quality controls, selling illegal Chinese honey of questionable quality, with no traceability.
- An antibiotic that has been banned in the U.S. has sometimes been found in illegally imported Chinese honey.
- Despite federal crack down efforts, millions of pounds of illegally sourced honey may continue to enter the United States. The honey industry’s effective response is the True Source Certified™ Program.



What is True Source Honey?

True Source Honey is a project of the honey industry to prevent fraud in the honey trade; to encourage action to protect consumers and customers from fraudulent practices; and to support transparent, ethical and legal sourcing. The initiative seeks to help maintain the reputation of honey as a high quality, highly valued food and sustain the honey sector. The initiative's True Source Certified™ Program provides audits by NSF, an internationally recognized third party firm that certifies the source of honey from hive to table.

About 30% of honey sold in North America is now True Source Certified™. Currently, many of the largest grocery retailers and club stores exclusively use certified honey for their store brands, including Costco (Kirkland Signature), and Target (Market Pantry and Simply Balanced). The True Source Certified™ Program has been applauded by U.S. beekeepers and honey industry leadership.

The “Made with True Source Honey” certification program is designed to establish trust with consumers on the origins and authenticity of the honey containing products they buy.

The “Made with True Source Honey” claim certification process applies to operations that process, package and/or sell consumer goods products, either at their own or contracted facilities, who aspire to present a promotional, on-package or sales claim regarding the use of True Source Certified™ honey in their products. Note that the program is designed to promote 100% pure, traceable honey, so it cannot be used for products that simulate honey.

- 70% of consumers report purchasing honey in the past year. 75% among moms.
- Among current users who say their households are consuming more honey than last year, 31% cite that honey is healthier/ better for them.
- 70% of consumers report that it is extremely or very important to them that honey is pure.

National Honey Board, 2013

“When you don't know the origin of the honey, it's impossible to be assured of its quality. The great news is that you and your consumers can now be confident in the source of your honey.”

– True Source Honey
Executive Director
Gordon Marks

Get Started!

True Source Honey has partnered with NSF International for certification services. NSF is a global public health and safety company providing expert certification services for over 70 years.

Contact NSF to explore next steps, including determining which products are eligible, and developing a project timeline and budget.

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